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### ABSTRACT OF THE DISCLOSURE

A method is described that enhances the atmosphere of romance that surrounds the purchase and delivery of a gift of jewelry. Broadly, the present invention establishes a romantic "theme" for a particular item of jewelry. This theme is first presented either through promotional advertising or in-store advertising, in connection with a particular item of jewelry. The theme is continued at the time of delivery of the item of jewelry, and is further continued even after the delivery. Preferably, this theme is in the form of a fabled love story, such as the stories of Romeo and Juliet, Orpheus and Eurydice, Tristan and Isolde, Anthony and Cleopatra, as well as countless others. It should be appreciated that such a novel method for selling an item of jewelry effectively enhances the atmosphere of romance that surrounds the gift, thereby enhancing the demand for jewelry items sold in this fashion. Preferably the method of one embodiment of the invention includes the step of providing a display in close proximity connection with the ring, wherein the display has a defined love story theme associated with it. The preferred method further includes the step of delivering the article of jewelry in a box, the box containing a miniature book having various love stories. Further still, the preferred method includes the step of providing a booklet containing a personalized poem, the booklet further including a graphic image that is associated with the love story theme.

20